What Is Claimed Is:

1. A data transmitting apparatus, comprising:

packet generating means for generating transmitting data as a packet conforming to a communications protocol;

wherein said packet generating means performs packet generating processing by identifying an importance degree of data stored in each packet and setting priority information in accordance with said importance degree to be identified in header information.

- 2. A data transmitting apparatus as claimed in claim 1, wherein said packet generating means sets said importance degree of data, in which high priority information is set to data containing reference information from other data as data having high importance degree and low priority information is set to data not containing reference information from other data as data having low importance degree.
- 3. A data transmitting apparatus as claimed in claim 1, wherein data to be stored in a packet generated by said packet generating means are MPEG data; and

said packet generating means performs packet generating processing by setting priority information, which indicates which one of I picture, P picture, and B picture forming MPEG data is contained in data stored in each data packet, in header information.

- 4. A data transmitting apparatus as claimed in claim

 1, wherein said packet generating means performs IP packet

 generating processing by setting priority information in

 accordance with importance degree of data stored in each IP

 packet in a priority information setting field of an IP header

 conforming to IP (Internet Protocol).
- 5. A data transmitting apparatus as claimed in claim

 1, wherein priority information to be set by said packet

 generating means corresponds to service quality conforming

 to QoS (Quality of Service).
- 6. A data transmitting apparatus as claimed in claim

 1, wherein priority information to be set by said packet

 generating means corresponds to a selecting standard of any

 one of a guarantee type for band width assurance data

 transmission and a best effort type for band width

 non-assurance data transmission.
 - 7. A data transmitting method, comprising:

a packet generating step for generating transmitting data as a packet conforming to a communications protocol;

wherein said packet generating step executes a procedure of identifying importance degree of data stored in each packet and setting priority information in accordance with said importance degree being identified in header information.

8. A data transmitting method as claimed in claim 7,

wherein said packet generating step defines importance degree of said data, in which high priority information is set to data containing reference information from other data as data having high importance degree and low priority information is set to data not containing reference information from other data as data having low importance degree.

9. A data transmitting method as claimed in claim 7, wherein data to be stored in a packet generated by said packet generating step are MPEG data; and

said packet generating step executes packet generating processing by setting priority information, which indicates which one of I picture, P picture, and B picture forming MPEG data is contained in data stored in each data packet, in header information.

- 10. A data transmitting method as claimed in claim 7, wherein said packet generating step executes IP packet generating processing by setting priority information in accordance with importance degree of data stored in each IP packet in a priority information setting field of an IP header conforming to IP (Internet Protocol).
- 11. A data transmitting method as claimed in claim 7, wherein priority information to be set by said packet generating step corresponds to service quality conforming to QoS (Quality of Service).

- 12. A data transmitting method as claimed in claim 7, wherein priority information to be set by said packet generating step corresponds to a selecting standard of any one of a guarantee type for band width assurance data transmission and a best effort type for band width non-assurance data transmission.
- 13. A program recording medium for providing a computer program for executing data transmitting processing on a computer system, said computer program comprising:

a packet generating step for generating transmitting data as a packet conforming to a communications protocol;

wherein said packet generating step contains a step of identifying importance degree of data stored in each packet and setting priority information in accordance with the identified importance degree in header information.